

Amendments to the Claims:

This listing of claims replaces all prior listings of claims:

Listing of Claims

1-71. (Canceled).

72. (Currently Amended) A computer-implemented method for implementation by one or more data processors, the method comprising:

performing the following operations using at least one module from a set of modules:

framing, using at least one processor, a decision situation;

loading, using at least one processor, data required for decision and strategy modeling;

verifying, cleansing, and transforming, using at least one processor, the loaded data;

computing, using at least one processor, additional variables from the loaded data to construct a data dictionary;

determining, using at least one processor, characteristics within the loaded data that are effective decision keys and intermediate variables;

formalizing, using at least one processor, relationships between decisions, decision keys, intermediate variables, and value of a decision model corresponding to the loaded data;

encoding, using at least one processor, information into the decision model;

determining, using at least one processor, strategies for testing;

testing, using at least one processor, the determined strategies to guide refinement of strategies and refinement of the decision model and to select a best strategy for deployment; and

deploying, using at least one processor, the selected best strategy;

providing a set of modules including any of:

a team development module for developing a strategy modeling team;

a strategy situation analysis module for framing a decision situation;

a data request and reception module for designing and executing logistics of specifying, acquiring, and loading data required for decision and strategy modeling;

a data transformation and cleansing module for verifying, cleansing, and transforming data;

a decision key and intermediate variable creation module for computing additional variables from data and constructing a data dictionary;

a data exploration module for determining characteristics that are effective decision keys and intermediate variables; a decision model structuring module for formalizing relationships between decisions, decision keys, intermediate variables, and value of a decision model;

a decision model quantification module for encoding information into a decision model; a strategy creation module for determining strategies that a client can test; and

a strategy testing module for testing strategies to guide refinement of strategies and refinement of a decision model and to select a best strategy for deployment; wherein each of said modules has capability to interact with an expert task manager, wherein said expert task manager provides expert knowledge about strategy modeling processes and sub-processes.

73. (Previously Presented) A method as in claim 72 further comprising:

selecting intermediate variables that drive value;

building coarse models of intermediate variables; and

verifying constraints; and

drawing a decision model structure based on the verified constraints and coarse models of intermediate variables.

74. (Previously Presented) A method as in claim 72 further comprising:

modeling intermediate variables;

filling in nodes with models, functions, and/or constants; and

validating the decision model.

75. (Previously Presented) A method as in claim 72 further comprising:

- performing model optimization by identifying metric variables, determining optimization parameters, and running the optimization parameters;

- analyzing optimization results by viewing optimization results and performing sensitivity analysis on constraints; and

- developing strategies by building strategies and refining strategies.

76. (Previously Presented) A method as in claim 72 further comprising:

- determining which of a plurality of scorecards generated using one or more of the decision models are candidates for tuning;

- checking any operating scorecards are flagged for updates, and at a pre-specified and parameterized time frequency, determining from a rule database which scorecards are up for score weight re-tuning;

- extracting needed data set sub-population based on rules determining what sampling window and stratification a current scorecard needs;

- for a scorecard that is a candidate for re-tuning for the current time stamp: requesting generation of a data set to be used for the tuning, and determining what score weight engine project is associated with the scorecard;

- passing a reference to the data set and a project ID to the score weight engine, and requesting metrics of scorecard performance from the score weight engine; and

- determining whether updated version is better or not; and providing a score weight engine module for performing activities related to scorecard results and score weights, the score weight engine module reporting on an existing scorecard's development measures;

- computing a scorecard's performance measures on a new sample;

- auditing new predictive data set to ensure that settings are adequate to cover data values encountered in the new data;

- creating a new scorecard version of the scorecard being tuned;

- converting raw records in the new predictive data set into coarse classed records needed for building weights;

building and scaling score weights of the newly created scorecard given the new predictive data; and

archiving the newly built scorecard and its performance measures.

77. (Currently Amended) A computer-implemented method comprising:

constructing, using at least one processor and a set of modules, a plurality of decision models, the decision models linking goals of an enterprise to actions the enterprise can undertake and variables that can affect outcome of the actions, the decision models allowing the creation and evaluation of a plurality of strategies;

performing a sensitivity analysis on each decision model using at least one processor to determine intermediate variables that drive value, the intermediate variables being dependent on decision keys;

determining, using at least one processor, which decision keys are most relevant for predicting which decision keys will drive value;

connecting, using at least one processor, decisions, decision keys, intermediate variables, and value in each decision model;

encoding, using at least one processor, information into each decision model; and

enabling, using at least one processor, access to the decision models in order to evaluate strategies;

providing any of the set of modules, the set of modules comprising:

a team development module for developing a strategy modeling team;

a strategy situation analysis module for framing a decision situation;

a data request and reception module for designing and executing logistics of specifying, acquiring, and loading data required for decision and strategy modeling;

a data transformation and cleansing module for verifying, cleansing, and transforming data;

a decision key and intermediate variable creation module for computing additional variables from data and constructing a data dictionary;

a data exploration module for determining characteristics that are effective decision keys and intermediate variables; a decision model structuring module for formalizing

relationships between decisions, decision keys, intermediate variables, and value of a decision model;

a decision model quantification module for encoding information into a decision model; a strategy creation module for determining strategies that a client can test; and

a strategy testing module for testing strategies to guide refinement of strategies and refinement of a decision model and to select a best strategy for deployment; wherein each of said modules has capability to interact with an expert task manager, wherein said expert task manager provides expert knowledge about strategy modeling processes and sub-processes.

78. (New) An iterative method for creating and evaluating strategies, the method being implemented by one or more data processors and comprising: providing all of: a team development module for developing a strategy modeling team; a strategy situation analysis module for framing a decision situation; a data request and reception module for designing and executing logistics of specifying, acquiring, and loading data required for decision and strategy modeling; a data transformation and cleansing module for verifying, cleansing, and transforming data; a decision key and intermediate variable creation module for computing additional variables from data and constructing a data dictionary; a data exploration module for determining characteristics that are effective decision keys and intermediate variables; a decision model structuring module for formalizing relationships between decisions, decision keys, intermediate variables, and value of a decision model; a decision model quantification module for encoding information into a decision model; a strategy creation module for determining strategies that a client can test; and a strategy testing module for testing strategies to guide refinement of strategies and refinement of a decision model and to select a best strategy for deployment; wherein each of said modules has capability to interact with an expert task manager, wherein said expert task manager provides expert knowledge about strategy modeling processes and sub-processes.